

## Message Text

UNCLASSIFIED

PAGE 01 LISBON 00350 281227Z

50

ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /014 W

----- 109426

R 281148Z JAN 74

FM AMEMBASSY LISBON

TO USDOC WASHDC

SECSTATE WASHDC 9033

INFO AMCONSUL OPORTO

UNCLAS LISBON 350

EO 11652: N/A

TAGS: BEXP, PO

SUBJ: IN-STORE PROMOTION: PORTUGAL

REF: LISBON 4547 OF DEC. 13, 1973

1. FOLLOWING VISIT TO U.S. IN DECEMBER BY CUF COMMERCIAL GROUP REPRESENTATIVE, MISS JULIE BUDDE, EMBASSY AND CUF GROUP HAVE REACHED TENTATIVE AGREEMENT TO PLAN IN-STORE PROMOTION FOR NOVEMBER 1974 AT TWO OF CUF'S NEW RETAIL OUTLETS; ONE IS TUTTI MUNDI AND OTHER IS YET TO BE NAMED AND WILL BE OPENED IN AUGUST 1974. CUF DOES NOT WANT TO HOLD PROMOTION IN ARMAZENS DO CHIADO, AS DISCUSSED EARLIER. WE WOULD LIKE TO PLAN PROMOTION ON SCALE OF ABOUT \$150,000.

2. COMMERCE ACTION: CAN OIM CONFIRM FY 1975 FUNDING OF MINIMUM \$15,000 TO SUPPORT IN-STORE PROMOTION WITH CUF. PLEASE INFORM US AS SOON AS POSSIBLE. WE WOULD WELCOME ANOTHER VISIT TO LISBON BY BROOKS RYNO OR DON JOHNSON TO HELP FORMALIZE THESE ARRANGEMENTS.

SCOTT

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## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 28 JAN 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1974LISBON00350  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** n/a  
**From:** LISBON  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1974/newtext/t19740112/aaaaakuo.tel  
**Line Count:** 48  
**Locator:** TEXT ON-LINE  
**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Previous Handling Restrictions:** n/a  
**Reference:** LISBON 4547 OF DEC. 13, 1973  
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**Review Release Date:** n/a  
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**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** IN-STORE PROMOTION: PORTUGAL  
**TAGS:** BEXP, PO  
**To:** STATE  
**Type:** TE  
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